.Brand TLD Designation Application

Internet Corporation for Assigned Names and Numbers ("ICANN")
12025 Waterfront Drive, Suite 300
Los Angeles, California 90094
Attention: New gTLD Program Staff

RE: Application for .Brand TLD Designation

Sina Corporation ("Registry Operator"), in connection with the execution of the Registry Agreement for the .微博 TLD (the "Registry Agreement"), hereby applies for .微博 TLD to be qualified by ICANN as a .Brand TLD.

Registry Operator confirms and represents to ICANN that the TLD meets each of the criteria for the TLD to be qualified as a .Brand TLD, as described in the .Brand TLD Application Process and Specification 13 attached thereto, and that all supplemental material accompanying this application is accurate and not misleading in any respect. Registry Operator also represents that the trademark registration attached hereto as Exhibit A and the registration policies attached hereto as Exhibit B are complete and accurate copies of the official trademark registration and Registry Operator's registration policies for the TLD, respectively.

Registry Operator agrees that if Registry Operator makes any changes to its registration policies for the TLD (whether before or after this application has been approved) that may disqualify the TLD as a .Brand TLD, it will promptly provide ICANN with a complete and accurate copy of the revised registration policies. In addition, if Registry Operator fails to maintain the trademark registration underlying its .Brand TLD application, it shall promptly notify ICANN of such failure. Registry Operator also agrees to maintain the criteria required to qualify as a .Brand TLD and to immediately notify ICANN of any changes in circumstances that could alter the statements made, and supporting materials provide with, this application.

Registry Operator acknowledges and agrees that this letter is binding on Registry Operator and, if any of the foregoing representations and agreements becomes untrue or not complied with, it shall be deemed a breach of the Registry Agreement by Registry Operator, and ICANN may assert its rights under the Registry Agreement, including by determining that the TLD no longer qualifies as a .Brand TLD pursuant to the terms of Specification 13. Questions about this request should be directed to Sina Corporation.

Submitted by: █████████
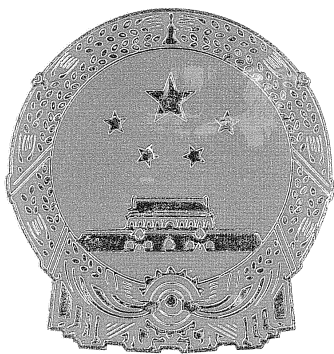Position: Legal Director
Dated: 27th August 2014
Email: █████████

Exhibit A Trademark Registration & SMD ID

第 7649615 号

ZC7649615 ZC

商 标 注 册 证

微博

核定服务项目(第 35 类)

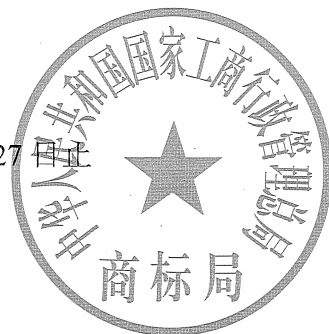广告；数据通讯网络上的在线广告；为零售目的在通讯媒体上展示商品；市场分析；民意测验；在计算机档案中进行数据检索（替他人）；计算机数据库信息编入；计算机数据库信息分类；计算机数据库信息系统化（截止）

注 册 人 新浪网技术（中国）有限公司

注 册 地 址 北京市海淀区北四环西路 58 号理想国际大厦 1506 室

注册有效期限 自公元 2010 年 12 月 28 日 至 2020 年 12 月 27 日止

局长签发 李建昌

smdID: █████████████████████████

Exhibit B Registration Policies

.微博 Domain Name Registration Policy

DRAFT: 29-AUG-2014

Mission

1. The mission and purpose of .微博 （.xn--9krt00a） Generic Top-Level Domain (gTLD) represents SINA Corporation's (SINA) continuous and proactive effort on international trademark protection in the Internet domain name system. SINA plans to make every possible attempt to ensure its brand recognition, reputation, and user experience at the Internet Top-Level.

Registration

2. Every Domain Name must meet the following technical and syntax requirements:
- the A-label must consist exclusively of the letters A-Z (case insensitive), the numbers 0-9 and the hyphen ("-"), subject to the restrictions set out below;
- the Domain Name cannot begin or end with a hyphen ("-");
- underlined characters are not allowed;
- the Domain Name cannot exceed 63 characters (excluding the TLD);
- the Domain Name must have a minimum length of 1 character.
- if IDN, then ICANN Implementation Guidelines is followed (https://www.icann.org/resources/pages/implementation-guidelines-2012-02-25-en)

3. Domain Names that are identical to Reserved Names (set forth in Specification 5 of the Registry agreement) will be unavailable at the time of delegation of the TLD; however, the Registry reserves the right to allocate to and register a Domain Name mentioned on the list of Reserved Names subject to review and approval by ICANN.

4. Geographic Domain Names will be exclusively registered in the name of the Registry, unless agreed upon otherwise with the authority competent for giving its consent in accordance with Specification 5 of the Registry Agreement.

Where consents are required prior to the registration and use of a Geographic Domain Name referred to and in accordance with Specification 5 of the Registry Agreement, the Applicant will obtain such consents before actually registering, delegating and using these Domain Names.

5. Once a domain name considered for reservation, registration, deletion has been reviewed and accepted by SINA, the domain name will be submitted for reservation, registration, deletion through an ICANN-accredited registrar by the authorized employees of SINA. Should there be multiple inquiries with SINA on the same domain name, the designated personnel will make the decision on the use of domain name.

6. .微博 domain name registrations are available for annual terms between one (1) and ten (10) years.

7. SINA reserves the right, for any reason, to periodically verify any .微博 domain name registration eligibility. Any determination as to such eligibility shall be made by SINA in its sole discretion, and is not subject to any further appeal mechanism or reconsideration process. SINA reserves the right, in its sole discretion, to suspend, cancel, revoke, or take other action it deems necessary with respect to a .微博 domain name registrant in the event it determines that the registration violates the registration eligibility criteria.

Name Collision
8. The registry reserves the right to allocate domain names listed on the Name Collision Occurrence Assessment provided by ICANN during the Pre-Launch phase, the Sunrise Process, the Trademark Claims Period or General Availability, but will not activate any names in the DNS zone for the Registry TLD except in compliance with said Assessment

Eligibility Requirement
9. .微博 can be only registered (e.g. example.微博) by SINA itself, therefore SINA is the only eligible registrant. SINA as the single eligible registrants may, in its own discretion, choose to license the use of the registrations to the following:

-- a subsidiary or branch company

-- an official or frequently-used name of the department or business unit

-- a channel, service, product, event, or campaign

-- a member of Board, Staff, affiliated person, partner or collaborator

-- Other entity, sub-group, or personnel to be further defined

10. SINA as the Registry Operator reserves the sole and exclusive right to make any changes to domain name registrations with the .微博 TLD Space, including renewal, transfer, suspension, deletion, etc.

11. The Eligibility Requirement defined in this section will be regularly evaluated and adjusted by SINA if appropriate and necessary.

Dispute Policy

12. The .微博 TLD registry is committed to maintaining the integrity of the data within the .微博 Registry and to implement policies that deter infringements. The .微博 TLD Registry adopts the Uniform Domain Name Dispute Resolution Policy (UDRP) for facilitating the resolution of disputes over the registration and use of a second-level domain name registered under the .微博 Registry. All domain name registrations must submit to the mandatory proceedings commenced under UDRP, which is available for review at http://www.icann.org/dndr/udrp/policy.htm.　Complaints under the UDRP should be submitted to an approved dispute-resolution service provider listed at http://www.icann.org/dndr/udrp/approved-providers.htm.

13. Beyond the UDRP, all domain registrations must also submit to proceedings commenced under formally adopted dispute policies as set forth by SINA from time to time and published on the .微博 TLD registry Website(s). Such dispute policies will take effect at the time they are announced on the .微博 TLD registry Website(s), with or without prior notice to registrars or registrants.

14. Such dispute policies may include for example, but not limited to, expedited processes for suspension of a domain name by claims sought by intellectual property right holders (URS), Internet engineering and security

experts or other competent claimants in the purpose of upholding the stability, security and integrity of the .微博 Registry. Dispute policies may also include for example challenge processes adopted by the .微博 Registry for special programs when occurred.

Privacy Policy

15. SINA adopts a strict user privacy protection policy listed in its user service agreement (http∥login.微博.com.cn∕regagreement.html). SINA also recognizes that this is an evolving area of law in which there is no international standard, the measures for protecting the privacy and confidential information of registrants or users will be developed based on industry best practice such as Registrar Accreditation: Model Privacy Policy provided by ICANN (see http∥www.icann.org∕en∕registrars∕model-privacy-policy.htm)

16. SINA as a registry operator shall take reasonable steps to protect personal data from loss, misuse, unauthorized disclosure, alteration or destruction. SINA as a registry operator shall not use or authorize the use of personal data in a way that is incompatible with the notice provided to registrar(s)∕registrant(s).   Personal data shall refer to all data about any identified or identifiable natural person. SINA as a registry operator will not make commercial use of, or collect, traffic data regarding domain names or non-existent domain names for purposes such as the determination of the availability and health of the Internet, pinpointing specific points of failure, characterizing attacks and misconfigurations, identifying compromised networks and hosts, and promoting the sale of domain names.

17. Publicly available registrant information such as WHOIS service is intended only for query-based access.

Abuse

18. Inquiries, whether from law enforcement or the general public, related to alleged abusive or malicious conduct in the .微博 Top Level Domain should be directed to the .微博 Abuse Point of Contact at abuse-sina-tld@xxx.xxx . Complaints may also concern Whois information accuracy, or concerns that a domain name registration is being used to facilitate or promote malware,

operation of botnets, phishing, piracy, trademark or copyright infringement, fraudulent or deceptive practices, counterfeiting or otherwise to engage in activity contrary to applicable law.